

Paris, June 1st, 2023

A fine May for the French automotive market

- **NPC registrations up 15% in May 2023**
- **Short-term rental companies on track for summer**
- **Used vehicle market slump halted by the oldest models**
- **Recreational vehicle (RV) market: urban and affluent buyers**

The French automotive market was another fine harvest to be reaped in May 2023. It rose by 15% this month and is up for the tenth month in a row. After a slight upturn in April 2023, the used car market finally took a downturn, due to two fewer business days.

According to AAA DATA, the augmented data expert, NPC registrations amounted to 145,536 units in April 2023, a 15% increase compared to the previous year. However, it's important to highlight a low comparative base flatters the outlook. Moreover, as backlogs and existing order books shrink (down 16% from January to April), it is most likely that the trend will be reversed sooner or later. In addition, May 2023 has two fewer business days than May 2022.

Electric market in tremendous shape

The strong push for EVs continue to drive the market upwards as sales soared at a fast pace, up to a 49% jump in May 2023, with a strong inflow of 22,666 new units, reaching a level of 16% of total new sales in NPC market.

Marie-Laure Nivot, Head of Market Intelligence at AAA DATA: "It's interesting to highlight that the energy mix is particularly favorable to electric vehicles for private customers. Electric vehicles account for 21% of their purchases, compared with 16% for the global market"

HEVs registrations are also up 19% (12% of which account for PHEV) with 47,075 new units (including 12,624 new PHEV). Vehicles running on alternative fuels (Petrol + LPG) are also increasingly popular: +70% to 5,921 registrations. Petrol engine registrations rose by 18% while diesel sales fell sharply again, by 32% in May.

Short-term rental companies on track for the upcoming summer vacations

As for NPC customers, in a context where French people's spirits are slowly recovering but still not all the way, short-term rentals are leading the market. With upcoming summer vacations, ahead of a rebound in car travels for that period, registrations have risen by a further 15%, following a 78% jump in April, to account for 15% of the market.

In a global rising market, all customer categories reported increases in registrations: +13% for private customers, who account for 42% of the market; +22% for rental companies (excluding short-term renters), reaching a 16% of the market and +22% for companies outside the automotive industry, accounting for 15% of the market.

Top Tier 5 praised private vehicles

1	DACIA - SANDERO 3
2	RENAULT - CLIO V
3	DACIA - DUSTER 2
4	TESLA - MODEL Y
5	DACIA - JOGGER

The used-car market lows down the slump thanks to older models

After initial signs of improvement in April, registrations of used passenger cars are finally through a new rough patch (-8,1%) to 413,511 units. After several months of sharp decline, models aged 5 to 10 years fell by 4,7% (88,161 units) and those over ten years by 5,5% (200,066 units). The most recent models, and consequently the most expensive are struck the hardest: -14,1% (125,284 units).

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Who are the new RV buyers?

From January to April 2023, 21,287 RVs were sold, with a breakdown of 80% are men and 62% are urban profiles. The largest portion of RV's enthusiast is to be found among wealthy population (55%), followed by runner up "median" households (23%). Geographically, the Loire-Atlantique region (4% of purchases) ranks first, along with Morbihan (3% of purchases), Finistère (3% of purchases) and Gironde (3% of purchases).

Press Contact :

aaadata@rumeurpublique.fr

Ingrid Seithumer – 06 64 10 91 78

Diane Loth – 06 22 73 56 43

About AAA DATA

AAA DATA leverages historical and extensive driven valued data expertise. We detect the right insights on consumers trend and the market to predict uses of tomorrow and deliver our customers tailor-made solutions. AAA DATA uses and builds a reliable and proven database. Thanks to our strong data repository and expertise, AAA DATA shapes and provides powerful cutting-edge solutions to anticipate tomorrow's needs in a wide range of consumer sectors.

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